2017 REQUEST FOR LETTERS OF INTEREST

Overview

for prospective applicants

Wednesday, May 10, 2017
2:00 – 3:30 p.m. Eastern
Agenda

- Purpose of Webinar
- About Enterprise Community Partners
- About the Program
- Letters of Interest Overview
  - Eligibility Requirements
  - General Information
  - Program Areas
  - Market Priorities & Geographies of Interest
  - Application Materials & Submission Process
  - Submission Deadline
  - Threshold Requirements & Scoring Criteria
- Timeline
- Resources
- Reminders
- Questions
Purpose of Webinar

- Provide an overview of the grant program, the LOI application, and its requirements.
- Hold Q & A at the end.

The content included in this webinar is only intended to summarize the contents of the Request for Letters of Interest (LOI). Any content within this presentation that appears discrepant from the language in the LOI is superseded by the language in the LOI. All Applicants are strongly encouraged to carefully read the LOI guidelines and adhere to them.
To create opportunity for low- and moderate-income people through affordable housing in diverse, thriving communities. Over more than 30 years, Enterprise has created nearly 380,000 homes, invested $28.9 billion and touched millions of lives.
Funding is made available through the U.S. Department of Housing and Urban Development’s Section 4 Capacity Building for Community Development Program.

The purpose of the Section 4 Program is to enhance the technical and administrative capabilities of:

- Community Development Corporations (CDCs)
- Community Housing Development Organizations (CHDOs)
- Organizations serving Native American Populations with a defined mission that includes affordable housing including Tribes, Tribally Designated Housing Entities or Tribal Housing Authorities.

...to carry out community development and affordable housing activities for the benefit of households of low income (defined for this program as 80% AMI or below).
Eligibility Requirements

• Applicants must meet the eligibility requirements as described in Appendix A of the LOI.

  • **HUD Requirements**: CDCs, CHDOs & organizations serving Native American populations.

  • **Enterprise Requirements**: Demonstrated Staff Capacity and/or relationship with Fiscal Agent or Fiscal Sponsor.

• Applicants unsure of their eligibility are encouraged to view the Eligibility Requirements tutorial on Enterprise’s website or email RFP@enterprisecommunity.org for assistance.
General Information

- This is a two-step application process consisting of a Letters of Interest (LOI) phase and a Full Application phase.

- Applications will be accepted from organizations nationwide however, priority will be given to eligible organizations working in the 13 Market Areas identified within the LOI (see pg. 13 of LOI).

- Anticipated awards ranging from $25,000 to $100,000. Average award is expected to be $40,000.

- If awarded a grant, the period of performance will begin on September 1, 2017 and have a general duration of 12 to 24 months.
Letters of Interest Overview

General Information

• All LOI documents are available on Enterprise’s website.

• Enterprise strongly recommends that applicants read through the entire LOI as well as available resource documents, before submitting an application.

• Applicants may submit only one (1) application.

• Applicants may apply under only one (1) Program Area.

• Applicants that have active awards and/or have pending applications with other Section 4 intermediaries (LISC, Habitat for Humanity Int’l) will not receive funding for the same costs under this LOI.
Letters of Interest Overview

Program Areas

The LOI focuses on the following Program Areas:

- Building and Designing Sustainable Communities
- Equitable Transit-Oriented Development
- Health and Housing
- Affordable Housing Production and Preservation
- Organizational Sustainability
- Rural and Native American Initiative
## Letters of Interest Overview

### Market Priorities & Geographies of Interest

Enterprise has identified 13 Market Areas with defined geographic areas for each. The Market Areas include:

<table>
<thead>
<tr>
<th>Boston</th>
<th>Chicago Metro Area</th>
<th>Denver</th>
<th>Detroit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gulf Coast</td>
<td>Mid-Atlantic</td>
<td>New York City</td>
<td>Northern California</td>
</tr>
<tr>
<td>Ohio</td>
<td>Pacific Northwest</td>
<td>Rural &amp; Native American</td>
<td>Southeast</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Southern California</td>
</tr>
</tbody>
</table>

Please carefully review the definition of each Market’s Geographic Area (pages 13 – 16 in LOI). For example, Ohio’s geographic area focuses only on Franklin and Cuyahoga Counties.
Market Priorities & Geographies of Interest

• Each Market has identified the Program Areas they are most interested in supporting.
  
  • If applying under Rural & Native American, be aware that all Program Area titles begin with “Rural & Native American” and are specific to this Market area only. This is important to remember as Applicants are required to select one Program Area to apply under during the application submission process.

• More in-depth information about each Market’s specific program area priorities, additional criteria, and geographic focus areas, can be found in the Priorities Supplement.

  • **Note:** An Amendment was issued on 5/9 to provide clarity around program area priorities for select markets.

• Priorities Supplement also includes an Enterprise contact for each market & if applicable, information session details.
# Letters of Interest Overview

## Market Priorities & Geographies of Interest

Example: Chicago Metro Area

|                | 7-County Chicago metro including Cook, DuPage, Kane, Kendall, Lake, McHenry, and Will counties. | • Equitable Transit-Oriented Development  
|                |                                                                                                  | • Building and Designing Sustainable Communities |
| Chicago Metro Area |                                                                                                   |                                              |
| Denver          | Metro Denver, including Adams, Arapahoe, Boulder, Broomfield, Denver, Douglas and Jefferson Counties. | • Equitable Transit-Oriented Development  
|                |                                                                                                   | • Health and Housing  
|                |                                                                                                   | • Affordable Housing Production & Preservation |

Please refer to the [Chicago Metro Area Market Priorities Supplement](#) for a more detailed description of their program priorities.

Please refer to the [Denver Market Priorities Supplement](#) for a more detailed description of their program priorities.
Letters of Interest Overview

Market Priorities & Geographies of Interest

Chicago Metro Area
Market Priorities
2017 Request for Letters of Interest

Chicago Metro Area Market Contact Information

- For questions about market priorities, please contact Dean Porter-Nelson, Program Officer
  - Email: dporter-nelson@enterprisecommunity.org
  - Phone: 312-803-0796
- For general questions about the administration of the overall RFP process, please email rfp@enterprisecommunity.org

The Chicago Metro Area Market has prioritized the program areas listed below however, it will accept applications that address all other program areas listed in the LOI:

<table>
<thead>
<tr>
<th>Equitable Transit-Oriented Development</th>
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<tbody>
<tr>
<td>Program Area – Equitable Transit-Oriented Development</td>
</tr>
<tr>
<td>Chicago is at a crossroads. Deeply divided along racial and economic lines, too many of our city’s residents lack equitable access to housing, jobs, healthcare, greenspace, and other opportunities that impact quality of life. Yet there is also an unprecedented alignment of new resources and priorities to address this inequity, and leaders across community, public,</td>
</tr>
</tbody>
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Enterprise
Letters of Interest Overview

Market Priorities & Geographies of Interest – Rural & Native American ONLY

• Funding is available to eligible Applicants operating in rural areas across the nation.

• Areas served must meet the definition of rural as applicable to the Section 4 program:

  A rural area is a statistical geographic entity delineated by the Census Bureau that does not meet the definition of an urbanized area contained in the Office of Management and Budget’s 2010 Standards for Delineating Metropolitan and Micropolitan Statistical Areas, 75 FR 37252 (June 28, 2010). That is, a rural area is an area that is NOT a statistical geographic entity delineated by the Census Bureau, which would consist of densely settled census tracts and blocks and adjacent densely settled territory that together contain at least 50,000 people. (pg 12 of LOI)
Market Priorities & Geographies of Interest – **Rural & Native American ONLY**

- To determine if the area where grant activities will take place qualifies as rural, visit [http://arcg.is/1JlyORB](http://arcg.is/1JlyORB) and enter the zip code or city to confirm eligibility. Areas shaded pink are not eligible geographies.
Letters of Interest Overview

Application Materials & Submission Process

All LOI materials needed for submission can be accessed through Enterprise’s website.

LOI Narrative (Exhibit A)  LOI Online Submission Form  Application Submission
Application Materials & Submission Process

STEP 1: LOI Narrative (Exhibit A)

- Download and save a copy of Enterprise’s LOI Narrative (Exhibit A).

- Review and follow the instructions and format requirements on page 1 of the LOI Narrative.
  
  - LOIs may not exceed 3 pages in length. The instructions sheet on page 1 can be removed.
  - Must be submitted in Times New Roman, 12 pt. font with 1 inch margins and single line spacing.
  - All questions must be properly numbered (1 – 5).
  - Submit the Narrative in Word. Do not submit a PDF.
Application Materials & Submission Process

STEP 1: LOI Narrative (Exhibit A) cont’d

• Applications that do not follow the instructions and format requirements will not be reviewed.

• Narrative must not exceed 3 pages in length. If Narrative exceeds 3 pages, only the first 3 pages will be reviewed.

• LOI Narratives **must be** uploaded through the LOI Online Submission Form.
Letters of Interest Overview

Application Materials & Submission Process

STEP 2: LOI Online Submission Form

• LOI Online Submission Form should only be started once the LOI Narrative (Exhibit A) has been completed. Once the Submission Form has been started, work cannot be saved and returned to later.

• Review the LOI Submission Guide which outlines the submission process step by step. The guide includes:
  - List of questions on the LOI Online Submission Form.
  - Submission instructions.
  - Screenshot of LOI Online Submission Form.
Letters of Interest Overview

Application Materials & Submission Process

STEP 2: LOI Online Submission Form

- Answer all questions on the LOI Online Submission Form.
- Upload a completed copy of the LOI Narrative (Exhibit A) via the LOI Online Submission Form.

![Upload LOI Narrative](image-url)
Letters of Interest Overview

Application Materials & Submission Process

**STEP 2: LOI Online Submission Form**

- **Important Note:** Applicants are required to select a Market Area of Interest. If an organization is not operating in the defined geographic area for a particular market select “Other” as the Market Area of Interest.

- **Example:** if an organization is operating in Illinois but is outside of the Chicago Metro Area’s defined geography select “Other”.

![APPLICATION DETAILS](image_url)
Letters of Interest Overview

Application Materials & Submission Process

STEP 2: LOI Online Submission Form

• **Important Note**: On the form, Applicants are required to select one Program Area of Interest to apply under. Rural & Native American Applicants must select a Program Area of Interest that begins with, “Rural and Native American”.

![Program Area of Interest](image_url)
Letters of Interest Overview

Submission Deadline

• LOI Narratives (Exhibit A) must be submitted via the LOI Online Submission Form by **8:00 pm EDT on May 31, 2017**.

• The LOI Online Submission Form will be **closed promptly at 8:00 pm**.

• Late submissions and hard copies of application materials **will not** be accepted. Applications submitted outside of the LOI Online Submission Form **will not** be accepted.
Threshold Requirements

Applicants must meet the following requirements:

• Proposed activities must address the needs of low income households as required under the Section 4 program (80% AMI or lower). Low income households is defined as a single person who may be elderly, displaced, disabled, near elderly, or any other single person, a group of persons residing together, or any persons occupying a housing unit.

• Applicants must meet eligibility requirements as described in Appendix A of the LOI. Refer to the Eligibility Requirements tutorial on Enterprise’s website for more information.

Applications that do not meet both of the Threshold Requirements will not be reviewed.
Letters of Interest Overview

Scoring Criteria

• Applications will be evaluated against four (4) Criteria.

• Each question in the LOI Narrative aligns with the Criteria. Questions will be graded on a 5-point scale with 1 being a minimal response and 5 being an exceptional response.

• Decisions to move an applicant forward are based on eligibility, responsiveness to criteria, alignment with identified priorities, and comments from reviewers. The total number of applicants selected to submit a full application is contingent upon the number and quality of LOIs received.
Scoring Criteria

Criteria 1: Proposed Program Aligns with Enterprise Funding Area Priorities

- Proposed activity aligns with one of the funding priorities as described in this LOI.
- Proposed activity clearly identifies the capacity building needs of the applicant and how the grant will address those stated needs.

Criteria 2: Impact

- Application presents significant impact to the capacity of the organization.
- Application presents significant impact to the needs of low income households (80% AMI or lower) and the community(ies) served.
Letters of Interest Overview

Scoring Criteria

Criteria 3: Capacity of the Applicant and Relevant Organizational Experience

• Application describes, and organization demonstrates, prior housing or community development experience of the organization (e.g., housing units and/or commercial square footage developed, quality asset management), as relevant to the proposed activities.
Scoring Criteria

Criteria 4: Racial Equity

• Applicant is addressing or planning to address racial equity in a significant and impactful manner (e.g., Identify the current equity challenges to their current programs, systems, and communities. Describe current or planned initiatives advancing racial equity, and/or proposed or ongoing changes to internal policies and processes. Applicants may also include desired short and long-term outcomes related to racial equity to help reviewers understand the aims of their efforts); or

• As applicable, Applicant identifies organizational capacity building needs around racial equity and describes how the grant will address those needs.
## IMPORTANT DATES

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
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<tbody>
<tr>
<td>Submission Deadline for LOI Applications:</td>
<td>May 31, 2017 8:00 pm EDT</td>
</tr>
<tr>
<td>Notice of Invitation to Submit Full Applications:</td>
<td>July 10, 2017</td>
</tr>
<tr>
<td>Submission Deadline for Full Applications:</td>
<td>August 7, 2017 8:00 pm EDT</td>
</tr>
<tr>
<td><em>Applicants must be invited by Enterprise.</em></td>
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LOI Materials & Resources

- All LOI documents are available on Enterprise’s [website](https://enterprisewebsite.com) including the most recent amendment.

- Review available resource documents such as the LOI Submission Guide, Letters of Interest FAQ, and Full Application & Grant Award Requirements.

- This presentation has been recorded and will be available on Enterprise’s website.
Online Resources for Applicants

- Full Applications & Grant Award Requirements
- Letters of Interest FAQ
- LOI Submission Guide
- Eligibility Requirements
- Enterprise Grants Guide
- 2015 Green Communities Criteria
Reminders

✓ Applicants may only submit one proposal.

✓ Applicants must apply under only one of the Program Areas.

✓ Enterprise will only consider LOIs from Applicants that:
  • Have met both Threshold Requirements;
  • Followed instructions, format requirements and answered all 5 questions on the LOI Narrative (Exhibit A);
  • Submitted their application via the LOI Online Submission Form; and
  • Submitted their application by May 31, 8:00 p.m. EDT. The LOI Submission Form will close at 8 PM EDT SHARP.

✓ Late submissions and hard copies of application materials will not be accepted. Applications submitted outside of the LOI Online Submission Form will not be accepted.
Questions

QUESTIONS

- Questions specific to a particular market should be sent to the Enterprise contact listed in the Market Priorities Supplement.

- General questions about the LOI may be submitted to rfp@enterprisecommunity.org.

- A Letter of Interest FAQ list will be updated and posted on Enterprise’s website every Friday through May 26. Questions will not be added to the Letter of Interest FAQ list after May 30, 2017.
QUESTIONS?

rfp@enterprisecommunity.org