



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.

Our program hosts sustainable **tiny homes on wheels** in residential backyards, housing homeless college students courtesy of partnerships with single-family homeowners near campus.

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.

Our backyard **tiny homes on wheels** curb homelessness. Portability and cutting-edge green technology means our homes require minimal landowner investment--and zero strain on existing utilities infrastructure. We incentivize homeowners with stipends for backyard use and offer a comprehensive matching process and sustained supervision, acting as a lasting intermediary between landowner and resident. We identify homeless military veterans, foster care graduates, and general population attending institutions of higher learning. A comprehensive, community-based approach to homeless housing.

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.

Our Backyard Homes has been a 501(c)(3) for over a year. Since then we've built our first off-grid, portable micro-home, designed specifically for LA backyards, building its bedroom out of a wheelchair-accessible porta-potty to prove LA's housing solutions can be found in the unlikeliest of places. A summer backyard residency in the San Fernando Valley allowed us to test prototype functionality and prove concept feasibility.

Our work's been recognized by various news outlets. Upworthy, ABC News, and Inside Edition, among others, have cited not just our design and technological ingenuity but the great potential of the backyard concept itself. Our backers include board member and Midnight Mission C.O.O. Lori Neville, corporate sponsorship by The Madera Restaurant Group (Tocaya Organica, Toca Madera, et al), and ongoing legal support from LA's Public Counsel.

Founder Matt "TK" Devine has over a decade of experience managing nonprofits. Devine BookEnds, an LA charity program providing literacy materials to underserved communities, working alongside various partners, from LAUSD and Target to Big Sunday and My Friend's Place. Our team boasts extensive experience in nonprofit, development, architecture, planning, and building. Our organization may be new, but our collective efforts to fight homelessness and poverty have been extensive.

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.

All operations are overseen by CEO & President, Matt "TK" Devine, who oversees board of directors, provides overall operational direction and finalizes decisions of all **design, fabrication, and program preparation and implementation**. A four-phase program strategy.

Our Lead Architect, Tada Ryvola, leads **the design process**, creating blueprints for a replicable design improving upon our prototype. Ryvola is supported by fabrication team members Nate Steigenga, Lead Builder, who researches and executes securing materials, and Utilities Coordinator, Allan Lee Haskell, who designs utilities systems and organizes all corporate donor partnerships.

The fabrication process is lead by our Steigenga, who schedules and supervises fabrication processes, including leading a volunteer build effort, and Haskell, who works with Structural Supervisor, Tony Vitullo, to install utilities and contract speciality labor.

Program duties are headed up by Devine, who oversees **program preparation strategy** carried out by Program Coordinator, Jennifer Kim, who supervises the creation of program direction and materials, and Outreach Coordinator, TBD, who will design, organize, and implement landowner and college outreach efforts.

Program implementation will be supervised by Kim, ensuring participant matching and relations throughout the pilot. All placement, functionality, and maintenance efforts will be overseen by Vitullo, advised as needed by Haskell and Steigenga.

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).

We are entering as a sole entity, no partnerships included. That said, through our strategic planning and participant identification and matching phase we may see the benefit in targeted partnerships to achieve certain support objectives, in which case those would be supported by efforts beyond the LA County Challenge funds.

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.

With a concept so novel, stakeholder engagement has been our priority since Day One. We've met directly with Eric Garcetti's Head of Housing Policy Ben Winter and were solicited to advise City Planner Matt Glesne on wording of LA's proposed "moveable tiny home" ordinance. We're talking with LISC and various real estate organizations about funding. And with friends at LA Mas about their ADU pilot success with LA City. The aforementioned news outlets, including CBS KCAL9, have favorably reported our efforts. Our grassroots outreach efforts to neighborhood councils, tenants groups, and college organizations will help round out our stakeholder strategy.

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.

At Our Backyard Homes, we believe the problem of homelessness in our own backyard can be solved with land *literally in our backyards*. Many within our volunteer team have experienced some form of homelessness—including half our board members putting themselves through college or paying off student loans by living out of their cars. We've dedicated our time and talent to solving this problem.

1 in 5 of LA's community college student body is homeless.

1 in 10 within the Cal State system are homeless.

47% of university students reported finances may cause them to drop out

(http://www.ccsse.org/docs/Making_Ends_Meet.pdf)

Those of us who survived homelessness have been lucky enough to thrive. But many aren't so fortunate. With homeless recidivism highest among the uneducated homeless, we believe meeting the basic needs of homeless youth putting themselves through school is the best investment in our community's future. Our backyard housing program catalyzes that investment.

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)

Multiple single, free-standing units on separate sites

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.

LA County is struggling with a shortage of affordable housing and few are more vulnerable than our youth. A rising number among our homeless population are students. Unable to afford both tuition and housing, many chose their future over comfort and security. Yet many are unable to adequately focus on their studies and end up dropping out. Unfortunately this not only effects the individuals but our community as well.

Our concept addresses both the need and an untapped wealth of space available to place innovative structures like ours. We've designed a home that easily fits in residential backyards, and have demonstrated through our prototype that such a home can be built cheaply enough to house our most vulnerable residents. It offers security, consistency, dignity, and pride for our residents. And for the landowning hosts, it is both simple and aesthetically pleasing.

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 approach is to exploit availability of free land near campus, providing incentive to land owners in the form of space rental and designing structures that use that land wisely. Specifically, our structures are complete self-sufficient, meaning they don't require utilities hookups. Solar power, advanced composting, on-site water treatment and irrigation of a rooftop garden, even a system that pulls water from the humidity in the air. These are elements our design employs to minimize the investment on behalf of the landowner, keeping their role as host simple.

Our matching program acts as a vetting process for all participants, ensuring both are compatible before even meeting. Interviews follow, with Our Backyard Homes acting as intermediary throughout the process and drafting a customized contract between the two parties. We maintain ownership of the structure and supervise the program closely throughout, mediating any potential issues that arise.

County code does not yet address these structures, although LA County is proposing such an ordinance. Our plan is to abide by relevant ADU law and similar ordinances for tiny homes on wheels (i.e. Fresno and LA City's newly proposed ordinance). Our home will be inspected for all structural and healthy & safety standards.

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.

Traditional homeless housing structures cost millions of dollars and several years to build, with complicated permit processes and local opposition from residents opposing groups of homeless people in their neighborhood. Our homes avoid all of this.

Our structures are built quickly, with large-scale production supported by staff-led Habitat-for-Humanity-like volunteer labor groups. Instead of waiting months or years for a structure, ours can be completed in weeks. Production costs are low with volunteer labor and strategic corporate materials donors. Compared to a recent local project building stackable storage container homes, our per unit cost is less than 15% of their \$200,000 reported price tag.

Fabrication is done off-site, so no neighborhood construction noise or traffic. Unlike foundationed ADUs, our homes require minimal infrastructural changes to the property and minimal investment on behalf of the landowner. That includes utilities--our off-grid model uses solar power, advanced composting, a gray-water irrigated rooftop garden, and a system that creates drinking water from thin air. No hookups required.

Staying mobile means we retain ownership for the life of the structure. Instead of often-feared groups of homeless in one building, our structures house independent residents. In fact, homeowners actually profit off of space rental for the home.

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.

Assuming project initiation in January 2019, and taking into account the cycles of the school year, our plan is the following:

Phase 1a - Structural Design (Jan-Feb)

- Design and Fabrication team members research, model, and finalize optimal blueprints
- Plan materials and coordinate donor partnerships
- Strategize construction plan

Phase 1b - Community Outreach (Jan - May)

- Hire coordinator
- Research and strategic planning
- Implement participant grassroots education and outreach effort

Phase 2a - Structural Fabrication (Mar - Apr)

- Move into facility
- Prepare initial staff construction
- Volunteer group construction
- Final staff and specialist construction completion
- Inspections and certifications

Phase 2b - Program Preparation (Feb - June)

- Devise and develop program materials
- Work with Outreach Coordinator to identify participants
- Enact matching process and settle on final participants
- Organize partnership involvement, customized for each participant

Phase 3 - Program Implementation (July - June)

- Begin year-long housing pilot program
- Conduct regular assessment of resident and host
- Organize partnership interaction with participants
- Monitor and maintain structure and its technology
- Regular reporting on progress

Phase 4 - program analysis and reporting (June - Aug)

- Committee meetings and analysis sessions
- Conduct participant surveys
- Generate full report on progress of pilot for submission

Full project duration, under this timeline, runs 20 months start-to-finish.

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.

We acknowledge the inherent challenges of a pioneering effort and have outlined the following:

Zoning Legality

With no specific County zoning code in place for backyard tiny homes on wheels, our structure is based on most stringent existing related law (Fresno, CA) and emerging ordinance in Los Angeles City

Outreach efforts target neighbor buy-in

Display great potential of program with strong participant engagement and a wildly successful pilot

Behavior & Compatibility

Our homeowner-resident matching program predicts and prevents issues

Clear and customized contractual agreement to protect both parties

Legal support from Public Counsel affiliates

Providing a strong supervisory intermediary presence

And of course, good insurance!

Unforeseen Need for Support Services

Prepare partnerships with organizations specializing in specific service areas

Challenges with Sustainable Elements

provide dedicated staff to orient resident

oversee monitoring and maintenance of structure throughout program

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
- ☒ Ability to be hooked up to electricity
- ☒ Private kitchen/kitchenette
- ☒ Private bathroom
- ☒ Communal kitchen/kitchenette (for multi-unit projects)
- ☒ Communal bathroom (for multi-unit projects)

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:

Students--veterans, youth, or adults.

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.

Aforementioned stats give homeless rates for community college and university students. Nationally, studies show the homeless community college rates at 14% of all students. But the problem doesn't stop there. Homeless college dropouts are known to earn less--they are half as likely to earn a living wage \$15/hr and are more likely to become homeless again. Failure to meet basic needs is at the core of this problem. Housing is central among these needs.

For many, the struggle to finance their education is real. Financial aid is not always enough--and some don't qualify because of unusual circumstances or loopholes. On college campuses, student housing can be out of reach cost-wise for many of

these students, or non-existent at all on many community college campuses. With the dwindling supply of affordable housing in our city, many turn to sleeping in cars and on the street, making focusing on studies virtually impossible.

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:

Open to all; rather than limit program to areas, we will capitalize on ideal partnerships

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.

Success of our proposed pilot would be the timely, efficient, and safe creation of 8 tiny homes on wheels, with a design replicable or easily modified for long-term, large-scale roll-out. Ideal outcome for pricing would be unit costs slashed to \$15,000 and build times to under a week for similar order. Also a resulting and cohesive strategy for volunteer labor involvement.

On the program side, success would yield infrastructure for a growing database of qualified landowners and students, as well as increased visibility and a streamlined outreach strategy to attract more. Demonstrated success would be measured by 8 healthy host-resident relationships and program culminating in all parties, if eligible, wishing to continue the arrangement. Success means zero or limited housing arrangement incidents or conflicts, improvement of student GPA,

improvement of reported health (physical and emotional), and meeting or exceeding stated goals for progressing student education.

Participant need will define how our program partners will complement County initiatives in the realm of support services, but our hope is that our program can work alongside initiatives like *Promises that Count* to ensure more students graduate. Neighbor relations is central to our outreach efforts and our program mirrors County efforts to incentivize backyard participation through the County's ADU pilot program. With a less intrusive building concept, we believe our concept can attract a complementary set of homeowners to join the ranks of existing interested parties from that County program.

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.

To track our success, we'll borrow from cousin organizations somewhat similar to ours (LA Mas, Seattle's BLOCK Project, et al) and carve our own niche as we do. The following objectives are of importance to us and will be tracked through regular reporting, comparative study, internal audits, and other evaluative processes:

Incidents

Goal: Zero or limited incidents

Success inspiring positive reporting by neutral observers

Neighbor Buy-In

Goal: Zero or limited complaints

Achieved through outreach and program success

Landowner Host Satisfaction

Goal: Full or repairable criticism

Achieved through survey and regular meetings

Resident Academic, Extracurricular & Personal Success

Goal: Meet or exceed expectations for a healthy student experience

Achieved through survey

Efficiency & Longevity of Structures

Goal: Minimal repairs of maintenance necessary

Achieved through regular audits and resident education

Regular reporting done by all staff, resulting in comprehensive end-of-pilot report for improved efforts in outreach, programming, design, and efficiency.

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.

Our research has revealed over 550,000 non-commercial properties in LA County proper that can accommodate a

structure of our size on their property. While this number is sure to decrease as zoning codes mature in embracing backyard tiny homes on wheels, the ceiling is still vast. Even at a 1% eligibility and participation level, that's over 5,000 participating properties. Which is 5,000 fewer homeless on the streets.

What makes this idea successful is that it's not just a homeless housing solution. It's a supplemental income source solution, too. Studies show the average homeowner in LA spends 45% of her income on mortgage. These are individuals we're targeting with our grassroots efforts, folks who could benefit from the passive addition of, for example, \$6,000 to their annual income. Our aim is to educate these homeowners on evolving legislation and the options open to them for participating in community housing efforts like ours.

We've also got the benefit of a proven prototype on our side, meaning investor interest in alternative uses for our housing model (i.e. farmworker housing, temporary venue lodging, disaster relief accommodations, et al) can translate into longevity as a charity not solely dependent on foundation or government support. We believe metro areas will begin to embrace the backyard moveable tiny house concept on a wide scale. As they do, we are poised to be leaders in that growth--and help solve a community problem in the process.

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.

Please ignore the community kitchen and bathroom--that is a technical error on the website and do not exist!

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 line item descriptions, like “Overhead” – you must specifically describe what costs are incurred as part of each line item.

| LINE ITEM DESCRIPTIONS | AMOUNT (US DOLLARS) |
|---|---------------------|
| Design Phase - Contract Salary | \$15,000 |
| Design & Construction Overhead - Space Rental, Storage, Transportation | \$15,000 |
| Construction of 8 Finished Tiny Homes - Materials and Labor | \$200,000 |
| Program Operating Funds - Staff Capacity | \$187,000 |
| Structural Maintenance - Anticipated Repairs and Upgrades | \$10,000 |
| Landowner Host Stipend - 8 properties x 12 months | \$44,000 |
| General Operating Funds - Central Office Space Rental and Operating Costs | \$29,000 |
| TOTAL (not to exceed selected request size: \$500,000 or \$1 million): | \$500000.00 |

NOTES:

UNIT COST OF DEVELOPMENT or REHABILITATION

Please enter the calculated unit cost of development or rehabilitation (in US dollars).

Anticipated cost of development: \$35,000

Anticipated cost per unit: \$25,000

BUDGET NARRATIVE (250 words)

Offer a narrative description of your budget. If applicable, provide information on the amount and type of costs required above the selected funding request amount in order to complete your project within the 24-month timeline, as well as the secured and/or potential resources to allocate towards these expenses (including name of funder, status of request, amount, and type – cash or in-kind). Explain your contingency plan should you not secure these additional resources. If additional resources have already been secured, please reference those sources of funding. Please also include the potential to leverage additional resources to scale your project once it has been completed as part of the Housing Innovation Challenge (including name of funding prospect, amount, and type – cash or in-kind).

The attached line item for budget includes aforementioned staff, overhead, materials, and strategy to implement an 8-home pilot program for the duration of a year. This includes 6 months of construction, outreach, and program preparation prior to the year-long pilot program. The final 2 months are allowed for program review and practical follow-up.

During the program, we intend on highlighting our successes at our annual Earth Day fundraiser, occurring twice during duration, which we expect to attract high-level corporate sponsorship. Additionally, we are pursuing grants from a variety of foundations as well as partnership with an investor-led start-up pursuing alternative uses of these tiny home on wheels structures in the industries of farmworker housing, festival housing, and disaster relief. A portion of the proceeds of each of those sales will continue to feed into our nonprofit housing program.

The initiation of an LA County sponsored pilot program for an emerging organization like ours can work wonders for fundraising efforts to expand our scope and capacity. Meanwhile, we're continuing to develop relationships within LA City as well as growing relationships with local leaders in Pasadena, Whittier, and Ventura. We are confident that the growing need for housing and recognition of moveable tiny homes as an acceptable affordable dwelling alternative for available backyard land will ensure successful partnership and funding efforts in 2019 and beyond.

E. YOUR VIDEO PITCH

Make a personal connection by offering an overview of your proposal in a 90-second video. **It is not our intention to solicit highly produced or expensive video content.** In our experience, the most effective videos are the most authentic. Capture your commitment with a clear, compelling explanation that anyone can understand and appreciate. Please don't hesitate to [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:

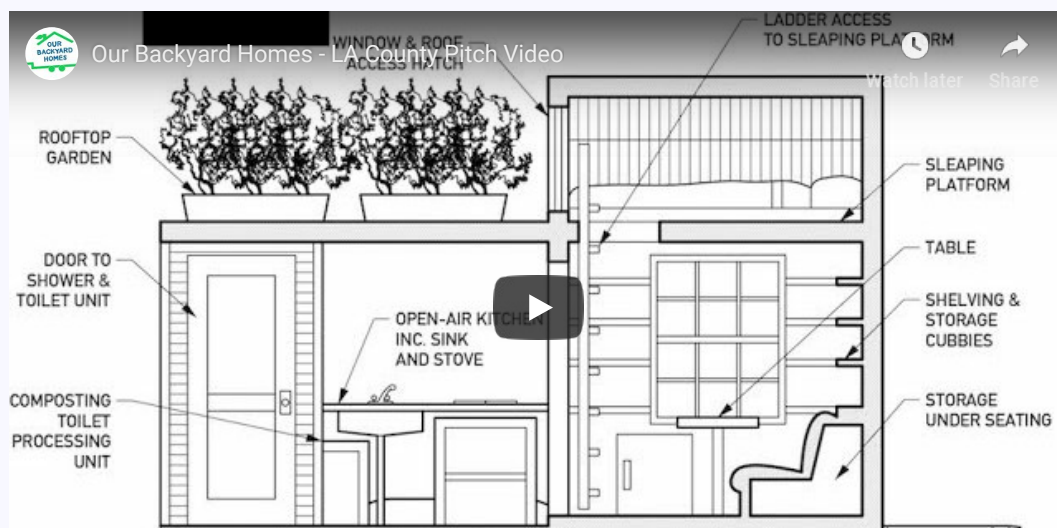
- Introduce yourself and your organization or team.
- What is the specific problem you are solving?
- What is the solution you're offering, and how does it align with the four traits that our judges must consider when assessing your proposal?
- Focus on describing the projected impact on your target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

View in new full window





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.