



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.

We lease two-car detached garages from single family homeowners and convert them into small, affordable studio homes suitable for one or two people.

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.

We're pioneering the institutional development of affordable housing leveraging new ADU rules. We would like to place full-time employed, low acuity homeless people in at least 15% of our units. The County would not incur project or construction risk. With this grant we'll discover how much incentive is required to convince homeowners to embrace housing insecure tenants. There are 236,000 detached two-car garages in LA County and we will convert 3,000 to ADU's by 2022.

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.

Steven Dietz, co-founded Upfront Ventures and spent 30 years as a leading VC investor in Southern California financing and counseling some of the best entrepreneurial talent in the country. His team funded 220 start-ups that now employ 530,000 people in the US, including 30,000 in LA County. Notable start-ups included Costco, Starbucks, Petsmart, Ulta-Beauty and Office Depot. Many of these companies rank among the most socially conscious and best places to work in the US. His extensive experience in project management and business development will ensure the grant is used efficiently.

Mr. Dietz has served on 30 corporate Boards with a reputation for analytical excellence, candor and strong leadership. He's also on the Board of Advisors of the USC Marshall School and co-teaches its capstone MBA class in Entrepreneurship. He has committed \$7.5 million to United Dwelling and addressing California's affordable housing crisis.

Our design/build partner, Modative, has 15 years experience building small homes in Los Angeles. Each individual unit is simple. A homeowner lease, an over-the-counter permit and assembly within the shell of an existing garage that is more akin to Ikea furniture assembly than traditional construction. Then repeat.

We will be housing our first tenants in early 2019.

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.

Steven Dietz is our Founder and CEO. Internal team members focus on Homeowner and tenant matters and are led by our VP of Public Affairs, Monique Brandon. Monique has spent over two decades working with various non-profit charities in Southern California. She served as Executive Director for two youth organizations: Boys & Girls Club of Venice and Kids in Sports. Notably, she launched the Los Angeles Dodgers Dream Foundation that led to the refurbishing of baseball fields and creation of a community job fair: these significant works continue today benefiting local youth and families. Ms. Brandon is assisted by Schuyler Dietz, a USC Business Student and passionate urban development enthusiast.

We work with Modative, LLC as our design / build partner. Led by Derek Leavitt and Christian Navar, the Modative team is committed to delivering an exceptional living experience at an affordable price. Under Modative's leadership, we will be sourcing much of our labor from Chrysalis.

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).

United Dwelling realizes an integral aspect of making this grant sustainable is forming partnerships with organizations that reflect our values. Our architect and contractor, Modative, is a design/build firm that specializes in smart, affordable design that's easy to build and maintain. We partnered with them to ensure our ADU's livable design accommodates the specific needs of each tenant, while protecting the privacy and space of the homeowner.



We are also partnering with Chrysalis, a non-profit dedicated to providing a pathway to self-sufficiency for low-income and homeless individuals. The majority of the construction workers building our homes will be hired through this organization. This ensures we are not only building homes for the homeless, but providing them with sustainable, safe, and fulfilling work. Modative and Chrysalis have teamed up with each other on past projects and are looking forward to making a difference through United Dwelling.

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.

Our solution requires minimal stakeholder engagement. We don't need community approval or permission except from homeowners who we pay generously for leasing their garage to us. This means no NIMBY activists will impede our efforts unlike a traditional low-income housing facility. However, the more community support we have the better. We are in ongoing dialogue with the West Adams Neighborhood Council, Empowerment Congress NDC, as well as community churches which have expressed support for our idea. Leimert Park is our first community and serves as the template for expansion into new communities with Alondra Park as our next neighborhood.

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.

We at United Dwelling view homelessness as a fixable problem. Our Founder was a large financial supporter of The People Concern, a charity focused on finding permanent housing for the housing insecure. We have seen how lives are improved once people have the peace of mind and stability a permanent residence offers. We believe large housing projects perpetuate the stigma of homelessness. By distributing our tenants broadly through the community in single unit dwellings, they should more easily integrate with their neighbors who will be unaware of each individuals' housing history.

Homelessness and productive employment are linked. The people we employ from Chrysalis are excited to build homes in neighborhoods that they can envision themselves living in. They have pride in their work knowing they are actually making a change. With productive employment, they can take pride in being able to reliably provide for their families.

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)

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:

We have 41 garages in our lease pipeline ranging from signed to active discussion

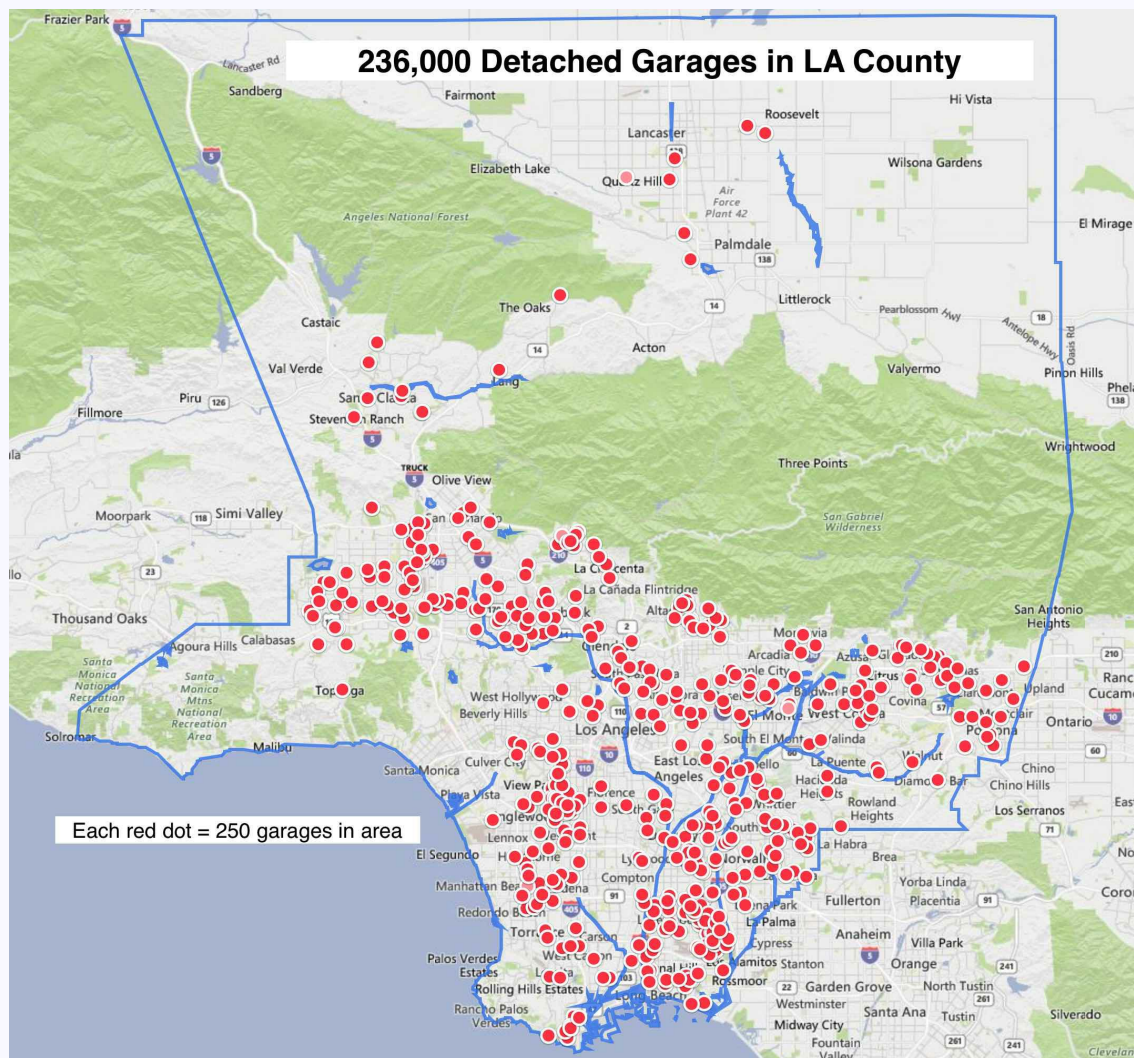
PURPOSE STATEMENT (200 words)

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.

California created ADU rules intended to accelerate development of affordable housing. However, homeowners in communities of greatest need rarely have capital or risk tolerance to build and manage a rental unit, and doing each of these on a “one off” basis is highly inefficient. United Dwelling provides a turn-key solution at a fraction of the cost and complexity of doing it yourself. Our biggest challenge is finding homeowners willing to lease their garage for 15 to 25 years. The greatest single impediment is concern about who the tenant might be.

Our below market rental rates attract many tenant prospects which lets us work with the homeowner to find the best fit. For example, matching an elderly homeowner concerned about their health, with a nursing aid or EMT.

What we need to explore is the homeowners' willingness to accept a low acuity “homeless” tenant in exchange for more money. By placing homeless tenants in geographically distributed units, we avoid concentrating homelessness, and let the community focus instead on the value of each individual. This may only work with low acuity tenants who hold full time jobs. The map below shows where the detached two car garages are in LA County.



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.

Fortunately, AB2071 cleared almost all of the regulatory hurdles to executing our business plan. Unfortunately, 76% of the relevant garages in the City of Los Angeles are disqualified by DWP rules regarding setbacks. In LA County, however, the SCE setback rules are greatly simplified and 85% of the garages are eligible. We believe this leaves about 140,000 eligible detached two car garages in the County. Site control is through a 15 to 25 year lease of each garage from the homeowner. Unlike large projects, we are not beholden to particular pieces of real estate to succeed. Our diversity of location is a large advantage because it lets us distribute homeless tenants broadly through the community and closer to their places of work.

Through our design/build partnership with Modative, we have many years experience with the permitting process and it is a relatively simple over-the-counter request for our standardized design that does not change the envelope of the existing structure or attach anything to it.

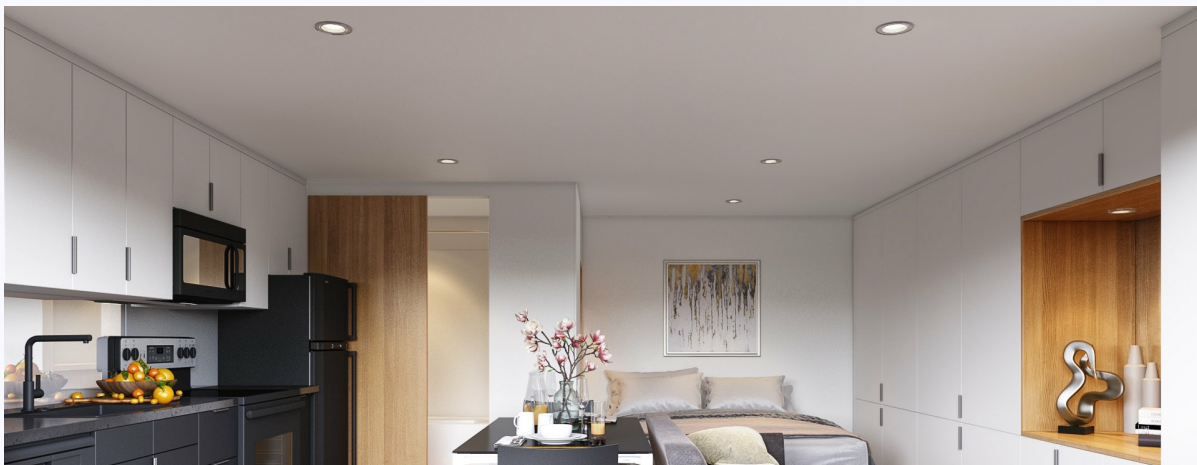
INNOVATION (200 words)

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.

Our affordable housing solution is pioneering. When the ADU laws changed in late 2017, it opened up a new world of possibilities in affordable housing. Why spend money on new real estate when there is underutilized infrastructure available? By leasing an unimproved garage from the homeowner, our delivered cost will be just 20% of the per unit cost of traditional high density construction and each unit takes only 90 days from lease execution to occupancy.

Our permitting is done over-the-counter. We do not displace existing residents, do not create any demolition waste for landfills, we retain all existing green space and provide predictable, long term income to homeowners in low to moderate income communities.

We focus on transit-oriented, low-density neighborhoods which bring the added benefit of community stability and safety. We have a pipeline of 41 homeowners at various stages of commitment from highly interested to a signed lease. By distributing our affordable housing units throughout a neighborhood, our tenants are living in an established community and interacting with the neighbors. With air conditioning, wireless internet, full kitchen, washer/dryer, substantial storage along one wall with a built-in TV and desk area, the experience is great. See rendering below.





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.

Each neighborhood has a market plan which starts with social media and flyers to build awareness. We install the first unit in the community as a subsidized showplace and use on-site community events to drive traffic and awareness of the benefits of an ADU. Leads from these efforts and from door-to-door contact are managed by Monique Brandon and her team to obtain signed leases. Construction starts on 3 to 5 units at a time within close proximity which keeps our development and transportation costs down. We start a new flight of construction every two weeks and the entire process from lease signing to occupancy for a flight of units takes 90 days.

As we grow, our area of service will expand outwards along public transportation corridors. This encourages our tenants to use public transport.

We will allocate a portion of the completed units to voucher housing based on homeowner receptivity. Once dedicated, a unit will remain as affordable housing for at least ten years. We will only allocate grant funds to permanent financing AFTER a completed unit is occupied by a qualified tenant. This removes all project, construction and occupancy risk for the County. Such allocation will initially be \$40,000 per unit and should quickly decline to \$30,000. Our avoided debt service is redirected to increased incentives for homeowners and, as needed, rental subsidies for the tenant. Our goal in each community is to use familiarity and brand to reduce unit subsidies to \$1,800 annually (\$18,000 /unit) within two years.

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.

Early on, we are having difficulty convincing homeowners to lease their garage. We attribute this to suspicion about our pioneering approach and the fact that initially, we had no finished product to show. However, as time goes on, people will see the benefits of allowing us to develop on their property by monetizing an underutilized space and helping the community.

We do have challenges in the City of LA with DWP encroachment rules making 76% of the relevant garages ineligible for conversion. In LA County, however, with SCE service and encroachment rules, more than 85% of the approximately 140,000 detached two car garages should be eligible for conversion. We also have some risk around the availability of labor to build at a large scale, however, we are encouraged by our partnership with Chrysalis and could employ upwards of 150 Chrysalis sourced laborers at scale.

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:

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.

There are two groups of people we are trying to help: low to moderate income homeowners, and tenants in desperate need of affordable housing. We are leasing homeowner's underutilized detached garage for \$6,000 annually. With Leimert Park's median household income of \$45,800, that extra \$6,000 of income will double most homeowner's disposable income.

The tenants benefit from significant advantages over the existing aged, dilapidated, and sometimes unsafe low-cost housing. We want to help working poor who cannot afford traditional housing in LA. We have spoken with the teacher's union at Coliseum Street Elementary and Firemen at Station 94 who have expressed interest in housing their assistant teachers and young firemen in our units within the neighborhood. Our units offer air-conditioning, wireless internet, a private washer/dryer, a patio, a bathroom, and a kitchen with full size appliances—all brand new. The tenants be living in a diverse, low-density neighborhood.

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:

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.

United Dwelling will be engaged in its regular business and success will be measured by the number of new affordable housing units developed and occupied. We would like to dedicate approximately 15% of this housing stock to addressing low acuity homeless needs. Our most important test will be determining how much (or little) subsidy is required to get homeowners to accept a "homeless" person. This may be as much about marketing as it is money. True success would be eliminating the subsidy because the stigma of "homeless" is erased. That may take time in each community.

We believe we can complete 40 units / week in LA County at scale. All of it will be affordable (rents 20% below market and/or 30% of community median income). If 15% is dedicated to "homeless" tenants, this would be 300 units annually. Even assuming a \$300 per month homeowner bonus, this would be brand new housing at an annual cost to the county of \$3,600 per unit (\$1,800 per tenant assuming double occupancy). We will also work with corporate sponsors to subsidize housing for their entry level employees. Our realistic goal is to reduce subsidies to \$150 per month in each community within two years.

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.

The metrics for our core business are straightforward. Lease acquisition cost, construction costs, tenant marketing costs and market rent and vacancy rates—just like every other property rental business. There is nothing new here and great platforms exist to manage the portfolio. The only special metrics for the Housing Innovation Challenge will be the previously mentioned homeowner subsidy amount and determining what premium, if any to Section 8 voucher amounts the tenant can afford. This business is designed to create sustainable and affordable housing above all else. Our proven product will help us achieve our goal.

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.

United Dwelling has a large business opportunity to create affordable housing in California that is economically attractive to investors because of its pioneering approach to institutionally developing ADU's. We can build standalone small homes at a fraction of the cost of other approaches and we pass the savings through to tenants. With long term business relationships at Blackstone, Colony Capital and many other financing sources, capital is not the impediment to developing new housing.

United Dwelling has sufficient capital from its founder to carry up to 150 units as work in process. Once a unit is completed and occupied, it will be transferred to a sister company which will permanently finance the units. Investor yields of 9% are assumed with strong cash coverage ratios. The bottom line is capital for scaling is not a problem.

Our impediment to scaling for homeless or housing insecure individuals is homeowner receptivity which has been discussed in detail in this application. The real question is how much subsidy will be required by homeowners to take homeless tenants. At \$150 per unit, a thousand homeless units would require \$1.8 million / year or \$900 per person annually (double occupancy). We assume a tenant working full time can contribute \$300 / month towards their rent in addition to Section 8 vouchers. These assumptions need to be tested at high volumes.

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.

Our proposal is unique. LA County will not bear any economic or project risk with our proposal. United Dwelling will build the units ourselves. The only time County money will be used is when a qualified tenant is actually placed in one of our units and it is dedicated to such qualified tenants for ten years. United Dwelling will use the County money for permanent financing instead of borrowed capital and the avoided interest and principal payments will be used to fund bonus payments to homeowners.

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)
First 8 units incentive payments at \$300 per month to homeowner	\$288,000
Next 6 units incentive payments at \$200 per month to homeowner	\$144,000
Next 6 units incentive payments at \$150 per month to homeowner	\$108,000
Next 10 units incentive payments at \$100 per month to homeowner	\$120,000
Years 2-3 tenant subsidy at \$80 per unit per month x 30 units	\$57,600
Years 4-6 tenant subsidy at \$100 per unit per month x 30 units	\$108,000
Years 7-10 tenant subsidy at \$120 per unit per month x 30 units	\$172,800
TOTAL (not to exceed selected request size: \$500,000 or \$1 million):	\$998,400.00

NOTES:

Unit Cost of \$48,651 / unit comprised of; GENERAL / PERMITS-\$3,470, CONCRETE-\$500, METALS-\$2,500, WOOD & PLASTICS-\$5,971, THERMAL & MOISTURE PROTECTION-\$2,150, OPENINGS-\$2,209, FINISHES-\$4,263, SPECIALTIES-\$317, EQUIPMENT-\$4,214, FURNISHINGS-\$8,658, PLUMBING-\$5,000, HVAC-\$1,000, ELECTRICAL-\$2,000, EARTHWORK-\$750, EXTERIOR IMPROVEMENTS-\$500, UTILITIES-\$5,150

UNIT COST OF DEVELOPMENT or REHABILITATION

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

Average \$33,280/unit for 10 years x 30 units=\$998,400

BUDGET NARRATIVE (250 words)

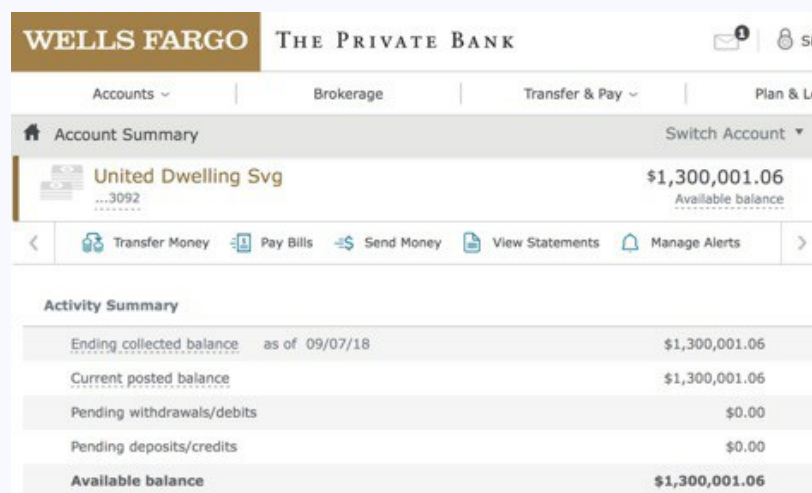
Offer a narrative description of your budget. If applicable, provide information on the amount and type of costs required above the selected funding request amount in order to complete your project within the 24-month timeline, as well as the secured and/or potential resources to allocate towards these 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).

Each United Dwelling ADU costs \$48,600 (details in Notes to the Budget above) declining to \$40,000 at volume. This cost is funded by United Dwelling which has \$1.3 million (See Wells-Fargo image below) and a commitment from the founder for another \$6.0 million. When each unit is occupied, it's transferred to a separate entity where \$40,000 is financed on a permanent basis at a 9.5% cost of funds with proceeds reinvested in new ADU's. Monthly debt service is \$495.94. Permanent financing for the first \$20 million is through two local family offices. Above \$20 million, we are in early financing conversations with Blackstone, Colony Capital and TIAA-CREF for \$200 million of financing – enough for 5,000 units. United Dwelling will use the Challenge grant as permanent capital in lieu of third party capital on homeless dedicated units.

The avoided monthly debt service costs will be used;

as added homeowner incentive to accept a low acuity homeless person as a tenant, and to subsidize tenant rent costs.

United Dwelling expects to complete 200 ADU's during the next 24 months at a cumulative cost of \$10 million. The permanent financing of completed, occupied units will provide \$8 million. We plan to dedicate a minimum of 30 of these units to homeless tenants through the Challenge grant. If we can reduce incentive payments to homeowners further, we should be able to extend the \$1 million grant to as many as 40 units.



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.