



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.

Piloting a cost and time effective method to expanding the stock of affordable housing through placement of Accessory Dwelling Units on purchased single-family lots.

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.

VOALA is piloting a cost-effective, rapid, scalable approach to increasing the stock of affordable housing for homeless Veterans in LA County through the placement of manufactured Accessory Dwelling Units (ADUs) in the backyards of purchased single-family homes. The approach costs 50% less than stick-built units, and takes just 6 months from start to occupancy. The project will provide job training for Veterans assisting in site preparations for the ADUs that will house their fellow Veterans.

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.

VOALA has been providing a wide range of services for diverse populations from throughout Los Angeles for over 122 years, and currently serves more than 30,000 people each year, including more than 10,000 people who are homeless. VOALA's services for those who are homeless include outreach, employment services, benefits advocacy, access centers, interim housing, case management, and permanent housing, all focused on helping individuals secure and sustain permanent housing. VOALA has been managing permanent affordable housing since 1962, and currently manages 778 units of permanent housing, all of which have undergone rehabilitation overseen by VOALA. To further expand our joint development capabilities, VOALA is partnering with American Veterans Mini Home Builders (AVMHB). Together, VOALA and AVMHB have already successfully placed our first ADU, including purchasing a single family home, securing permits, preparing the ADU site in the backyard, and placing the ADU. The entire process from start to finish took 9 months for the first ADU. Using the lessons learned and processes developed during placement of this first ADU (particularly with regards to securing permits), we have two additional ADUs ready for placement by mid-October which will be completed in a substantially shorter timeframe of 4-months from start to finish.

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.

The proposed project development team will be led by Mara Pelsman, Managing Director for VOALA/AVMHB Mini Homes Project. Ms. Pelsman will oversee project implementation, including site selection, staff supervision, and budget management. Ms. Pelsman holds an M.B.A. and has worked in leadership roles in healthcare for 40 years, including 20 years as CEO overseeing programs providing behavioral health services and housing for people who were homeless.

Ms. Pelsman will work closely with Alex Tucciarone, developer with AVMHB LLC. Mr. Tucciarone will coordinate with Ms. Pelsman to provide oversight of site development/preparation, and coordinate with a manufactured home builder to produce the ADUs. Mr. Tucciarone has 30 years of experience in real estate specializing in finance, business management, and the development of affordable housing projects and programs. He is a partner on Saybrook Apartments (64 units transitional housing), Managing Partner with Classic Pacific Homes (built and developed 3,000 homes and finished lots), and co-owner of 2,000 units in assisted care facilities and apartments.

Construction expertise will be provided by Carl Procida, a licensed General Contractor and Realtor who will assist in identifying single family homes for purchase and be responsible for site preparation, including supervision of Veteran job trainees.

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).

The proposed project is part of a joint development between VOALA and AVMHB, LLC. VOALA will serve as lead agency, with responsibility for staff supervision, budgeting, data tracking, and evaluation. VOALA brings to the project its knowledge of homelessness in Los Angeles County, helping identify appropriate, accessible locations for the single-family homes and ADUs. VOALA will also bring its array of existing services, including employment services, benefits advocacy services, housing navigation and intensive case management to help identify Veterans to place into the single-family homes and ADUs and provide supportive services to help households connect to available services and sustain housing. VOALA will have final authority in selecting housing sites for the ADUs. AVMHB will serve as VOALA's development arm, providing hands-on oversight of site preparation (securing permits, laying foundation, preparing utility connections, etc.) and placement of ADUs to ensure all ADUs are fully permitted and built to HUD standards.

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.

VOALA and AVMHB have worked with the LA County Building and Safety Departments to secure permits for 3 demonstration ADUs, and staff have the knowledge to support timely securing of permits moving forward. VOALA has met with City and County staff to discuss this project, including meeting with Mayor's Office staff (Amanda Daflos, Miguel Sangalang) and staff from the CEO's office (Jen Kim) to discuss the ADU concept, and a site visit to the first ADU placed by staff from the Mayor's Office. VOALA has experience working with LAHSA and local City leaders, and is highly involved in the CES.

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.

VOALA has been serving individuals who are homeless in Los Angeles County since our founding in 1896. VOALA's service continuum for homeless individuals has grown to our current operation of more than 1,500 units of affordable housing and over 750 units of emergency and transitional housing, as well as numerous supportive services, all of which are rooted in a strengths-based, housing-first model. VOALA serves more than 10,000 homeless individuals each year, including families, individuals with behavioral health challenges, Veterans, survivors of human trafficking, those released to the community from jail or prison, and those in recovery from substance abuse. VOALA's work spans across Los Angeles County, with programs located in every SPA. All of the individuals and families VOALA serves face the same challenge – the lack of affordable housing in LA County. The proposed mini-homes project provides a cost effective and quick method to address this barrier to ending homelessness.

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:

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.

The 2018 Homeless Count identified 52,765 individuals who are homeless at any point in time, including 8,267 people in families and 2,667 Veterans. 50% of households in LA County are low-income, most of whom are cost-burdened by housing (88% of extremely low-income, 80% of very low income, and 58% of low-income households). The median income in LA

County is \$57,952; workers need to earn \$40.54/hour (\$84,323 full-time) to afford an average 2-bedroom apartment. Even when a family can secure an affordable housing unit, it is often in a multi-unit complex, which lack privacy and which frequently don't allow pets.

Traditional development of new, stick-built affordable housing units is slow and expensive. It currently takes a minimum of 12-18 months to get building plans and permits for traditional, stick-built units approved, and another 3 months to build the homes. These units typically cost between \$435-\$585/square foot to build. Additionally, many affordable housing projects rely on tax credits for funding, and can take multiple years to even get started based on the tax credit application process.

VOALA's ADU solution is much faster (no more than 6 months from start to occupancy), more cost effective (\$290/square foot), scalable, and provides private, pet-friendly dwellings.

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.

VOALA and AVMHB propose to purchase four single-family homes with lots that are 6,000 SF or larger and place manufactured mini-homes as ADUs in their backyards. The 3-bedroom, 2-bath ADUs will be purchased from a third-party manufactured home builder, craned in and secured to a permanent foundation, connected to utilities, and furnished so they are ready for occupancy. The ADUs will be fully permitted and built to HUD standards.

VOALA and AVMHB have successfully secured site control for three previous ADUs that were placed as test cases to establish effective protocols for this approach. We have not secured site control for the four single-family houses and lots for this project. AVMHB team member Carl Procida is a licensed Realtor and Contractor and will assist VOALA to identify lots of sufficient size (6,000 SF or larger) to allow placement of ADUs in compliance with land-use regulations. We are focusing efforts on SPAs 3, 4 and 7, where there is a ready stock of single-family homes that meet this criteria. Based on past experience, we are confident we will be able to identify each single-family home with appropriately-sized lots within 60 days, and will have purchased all four homes within 8 months.

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.

The ADU model allows for the rapid and cost-effective addition of new units of private, affordable housing in Los Angeles County. The total cost to develop the lot, purchase the manufactured home, and place the home so that it is ready for occupancy is \$290/SF, approximately 50% of the cost of conventional build units. Furthermore, VOALA and AVMHB have developed processes to complete placement of an ADU in under six months from start to occupancy, far faster than the years required to complete a conventional development. ADUs provide privacy for families, and have backyards that allow

households to keep their pets. This approach is easily scalable, as it only requires the ability to purchase single-family homes with lots of at least 6,000 square feet; there are 600,000 homes with lots of this size in LA City and nearly 1 million homes with lots of this size in LA County. The project will further support Veterans who are homeless by employing them to complete the site preparation work. This provides on-the-job training for 4-6 Veterans per site, equipping them with skills in the construction industry they can use to secure long-term employment paying a living wage.

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.

Through three test case ADUs, VOALA has developed procedures to purchase single family homes and place ADUs on them in a time and cost effective manner. For the proposed project, we are allotting six months to complete the first and second ADUs and four months for the third and fourth ADUs, based on increased efficiencies as we refine our strategies. We expect to have all four single family homes purchased, four ADUs placed, and 8 families housed (four in purchased SFRs and four in ADUs) within 12 months.

We expect to close escrow on the first single-family home in month 2 of the project, the second in month 4, the third in month 6, and the fourth in month 8.

For ADUs 1 and 2, we expect the timeframe to be as follows:

Month 1: Identify single family home

Month 2: Close escrow on single family home, order ADU from manufactured home builder, apply for permits

Months 3-4: secure permits, prepare site (grading, foundation, utilities)

Month 5: ADU craned in, secured to foundation, inspections passed

Month 6: SFR and ADU furnished and ready for occupancy

ADUs 3 and 4, we expect the timeframe to be as follows:

Month 1: Identify single family home

Month 2: Close escrow on single family home, order ADU from manufactured home builder, apply for permits

Month 3: secure permits, prepare site (grading, foundation, utilities)

Month 4: ADU craned in, secured to foundation, inspections passed, SFR and ADU furnished and ready for occupancy

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.

There are two primary hurdles developers would typically face in placing ADUs as permanent housing - securing single family residences that have sufficient backyard space to support an ADU, and securing necessary permits in a timely manner. VOALA/AVMHB have already successfully secured 3 single family residences to demonstrate the feasibility of securing such properties. Through real estate databases, we have found that there are 600,000 single-family residences with lots of 6,000 SF or larger in the City of Los Angeles, and nearly 1 million such residences in LA County. Based on this data, we are confident we will be able to secure 4 properties for the proposed project. VOALA/AVMHB have also successfully secured permits for 3 previously placed ADUs, and have developed an effective process for securing permits timely. As such, we do not anticipate either hurdle posing a barrier to project success.

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.

The project will provide affordable housing (3 bedroom/2 bath homes) to Veterans who are homeless and their families. The project will serve any family headed by a Veteran that is homeless, including families with pets, a demographic that often struggles to secure permanent housing because of restrictions on pets. By providing housing with a secured yard and private entrance, the project will provide a secure and nurturing environment for children and at-risk families. All sites will be selected to be within 500 feet of a public transportation stop, as well as within walking distance of schools, jobs, and grocery stores, to ensure families are able to easily get their children to school and connect adults to employment and community essentials. In total, the project will provide affordable housing to 8 households (4 households placed into the existing single-family homes purchased, and 4 households placed into the newly added ADUs).

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:

VOALA will purchase single-family homes and place ADUs in SPAs 3, 4, and 7.

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 this project will be measured in the number of homeless Veteran families who are able to move into permanent housing as a result of project activities, as well as the cost and time savings achieved through the project approach. VOALA will define success as: 1) securing four single-family homes with sufficient lot sizes to allow ADUs; 2) placing four ADUs on these lots at an estimated cost of \$290/SF within 12 months; 3) placing 8 Veteran families (24-48 individuals, depending on family size) who are homeless into housing through the four single-family homes and four ADUs within 12 months; 4) provide construction job training to 16-20 Veterans who prepare the sites.

The desired long-term effect of this project – beyond providing affordable housing for Veteran families - is to demonstrate the efficiency (cost and time) of using ADUs to increase the stock of affordable housing in LA County.

The project complements existing efforts, providing affordable housing for Veteran families currently served by interim housing and supportive services. Residents are able to easily integrate into the community, and the approach is well-received by neighbors; while larger developments often receive NIMBY pushback, the neighbors surrounding VOALA's existing ADUs have been supportive and asked how to add an ADU to their lot. It also meets an unmet need for affordable housing that allows pets, particularly larger dogs, that are not allowed in many rentals. The units will be placed within 500 feet of public transportation, providing access to schools, work, and amenities.

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.

VOALA will measure the impact of the ADU project through the following objectives: 1) identify and purchase four single-family homes; 2) develop and place four ADUs onto permanent foundations on the properties of existing single-family homes within 12 months of project start; 3) place eight Veteran families into permanent housing through single-family homes purchased and ADUs placed; and 4) employ 16-20 Veterans in site development.

These metrics are closely tied to project performance; if these objectives are achieved, the project will have successfully created 4 new units of affordable housing and housed 8 families, achieving the overarching project goals.

VOALA will track outcomes through property purchase records, permits secured, weekly site reports detailing progress on site preparations, final building department approval of ADUs placed, and CES/HMIS records showing families placed into units developed. VOALA will use CES/HMIS to track family progress (such as length of time housed, services accessed).

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.

VOALA/AVMHB's long-term vision is to place ADUs in backyards across the County. VOALA/AVMHB already have the infrastructure in place to do this. The key components needed to scale are:

Stock of single-family homes: To place an ADU on the lot of an existing single-family home, the lot must be at least 6,000 SF. AVMHB has identified 600,000 single-family homes with lots of 6,000 square feet or larger in LA City and nearly 1 million in LA County.

Partnership with manufactured home builders: VOALA and AVMHB have built partnerships with two manufactured home builders who are willing to partner with us to build the ADUs in their factories.

Knowledge of ADU permit process and site preparation: VOALA and AVMHB have already been through the ADU permitting process three times. This gives us hard-earned knowledge of the steps to be taken to secure permits and prepare the site for the ADU quickly. This will support more rapid scaling of the project as we are able to reduce the timeline from property purchase to ADU occupancy.

Development funding: AVMHB has \$10 million in private investment dollars committed to support purchase of single family homes and ADU development/placement, and funds would be secured by a second trust deed or lien created by the County per their guidelines.

Ongoing subsidies: VOALA has VASH vouchers that can be used to provide ongoing subsidies for households in the units, and other subsidy programs through the City/County can support ADU housing for non-Veterans.

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.

The use of ADUs to add housing stock is being discussed by many in the County right now. There is a steep learning curve to understanding the ins/outs of placing ADUs. VOALA and AVMHB have already learned key lessons and gained successful experience purchasing single-family residences and placing ADUs on their lots, giving us knowledge of the permitting, site preparation, and ADU placement process that positions us to most effectively implement this approach. Together, we have extensive experience providing housing and services for the homeless, broad networks through CES, and real estate acquisition and development expertise.

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)
Transportation – Delivery, Craning of ADU	\$108,000
Permit Costs and School Assessment Fees	\$40,400
Establishment of Utilities	\$30,000
Engineering Fees	\$34,800
ADU Unit Cost (860 square foot, 3 bed/2 bath) x 4	\$326,000
Exterior Stucco/Paint	\$27,200
Site Preparation	\$145,913
Furnishings – Interior	\$26,520
Landscaping/driveway	\$29,800
Site Supervision	\$16,000
General and Administrative (accounting, HR, IT, management, payroll, and accounts payable)	\$78,463
Developer Fee	\$136,904
TOTAL (not to exceed selected request size: \$500,000 or \$1 million):	\$1000000.00

NOTES:

UNIT COST OF DEVELOPMENT or REHABILITATION

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

Unit cost is \$250,000/ADU unit, \$290 per square foot.

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 budget detailed above represents the total costs to purchase and place 4 ADUs on existing single-family home lots. We will purchase ADU's that are HUD certified, contain 860 SF of living space, 3 bedroom/2 bath, full kitchens, laundry facilities and outdoor yard space. Costs include the purchase of the ADU, transportation from the factory, site preparation (including a permanent foundation), engineering and permit fees, craning onto the site, utility costs for establishment of separate water/sewer, electrical and gas lines, site supervision, and VOALA's indirect costs. This results in a total cost of \$250,000/ADU x 4 ADUs = \$1,000,000. This equates to \$290/SF, which is approximately 50% of the cost of traditional stick-built developments.

In addition to the funding requested, VOALA will need funding to purchase the four single-family homes that will provide the lots on which the ADUs will be placed. These funds will be secured through private investors and/or for-provide developers, who will receive a developer fee and equity in the property. This approach allows for rapid property acquisition, as this model has the ability to fund in just 2 weeks. AVMHB currently has \$10 million in committed investments to be used for purchase of single-family homes on which ADUs will be placed, a portion of which will be used for this project. Investors/developers will sign covenants that ensure that all properties purchased/developed with Los Angeles Housing Innovation Challenge funds will remain as affordable housing for no less than 10 years.

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.