

What is the Prohousing Incentive Program?





PROHOUSING INCENTIVE (PIP) PROGRAM

PIP is intended to reward Prohousing jurisdictions with additional funding to accelerate affordable housing production and support preservation





PIP Overview

- Designed to reward Prohousing designated local governments with funding to support housing policies and programs
 - Eligible uses: predevelopment and development of affordable housing, accessibility modification, homeownership opportunities, assisting person experiencing or at risk of homelessness and much more
 - Jurisdictions that have not received PIP funding in the past will be prioritized in new rounds
- On June 12, 2023, HCD announced 18 jurisdictions to receive more than \$33 million as part of the first round of Prohousing Incentive Pilot Program Funding
- On August 1, 2024, PIP Round 2 awarded over \$15 million to 19 jurisdictions



PIP Program Requirements

Threshold

- Eligible Applicants may submit a PIP application simultaneously with the PDP application, or after submitting the PDP application

Eligible Uses

- Similar uses as Permanent Local Housing Allocation (PLHA) and SB 2 Planning Grant

Award Amounts

- Geographic Categories
- Base + Bonus Awards

*PIP Awards cannot be made until Prohousing Designation is conferred



Awardees

Round 1

- Southern California
 - City of San Diego: \$5,000,000
 - City of Riverside: \$2,440,000
 - County of San Diego: \$2,400,000
 - City of Los Angeles: \$4,900,000
 - City of Needles: \$445,000
- Bay Area
 - City of Emeryville: \$575,000
 - City of Redwood City: \$890,000
 - City of Oakland: \$2,390,000
 - City of El Cerrito: \$620,000
- San Joaquin Valley
 - City of Stockton: \$2,370,000
 - City of Fresno: \$2,064,891.45
- Sacramento Area
 - City of Sacramento: \$2,500,000
 - City of West Sacramento: \$970,000
 - Yuba County: \$960,000
 - City of Rancho Cordova: \$960,000
 - City of Roseville: \$1,610,000
- Central Coast
 - City of Salinas: \$1,650,000
- North State and Sierra Nevada
 - City of Ukiah: \$455,000



Awardees

Round 2

- Southern California
 - City of Santa Monica: \$1,000,000
 - City of West Hollywood: \$750,000
 - City of Brea: \$660,000
 - City of Rancho Cucamonga: \$1,150,000
 - City of Fontana: \$1,090,000
- Bay Area
 - City of Pinole: \$650,000
 - City of Berkeley: \$1,250,000
 - City of Rohnert Park: \$670,000
 - City of Healdsburg: \$560,000
 - City of South San Francisco: \$890,000
 - City of Mountain View: \$870,000
 - City of Petaluma: \$840,000
 - City of Fairfield: \$774,253.08
- Sacramento Area
 - City of Citrus Heights: \$960,000
 - City of South Lake Tahoe: \$620,000
- Central Coast
 - City of Santa Cruz: \$500,000
 - City of San Luis Obispo: \$750,000
- North State and Sierra Nevada
 - City of Crescent City: \$650,000
 - City of Eureka: \$630,000



Project Examples

City of Rohnert Park

Financial incentive of \$670,000 for predevelopment and/or development of affordable housing in Downtown.

City of Citrus Heights

Partnership with Habitat for Humanity to design, develop, and construct 26 new single-family units for very low- and low-income families.

City of Santa Monica

Allocation of \$1,000,000 towards preventing homelessness through short-term rental assistance for vulnerable renters.

City of Mountain View

Allocation of funds for architectural drawings, design/engineering/green building consulting, environmental consulting, local permit fees, and administration costs for a housing project.

City of San Luis Obispo

Allocation of \$750,000 from Affordable Housing Fund to support affordable housing construction, prioritizing the Transitions Mental Health Association Palm Street Studios project.



PROHOUSING PROGRAM INFORMATION

- Technical Assistance is currently being provided through prohousingincentive@hcd.ca.gov.
- FAQs are available at <https://www.hcd.ca.gov/planning-and-community-development/prohousing-designation-program>.
- Subscribe to HCD's Email Signup to be notified of any program updates.

