HUD'S PLACE-BASED INITIATIVES

AGENCY DEVELOPMENT AND GRANTWRITING
What is Section 3?

Section 3 is a provision of the Housing and Urban Development Act of 1968. The purpose of Section 3 is to ensure that preference for employment, training, and contracting opportunities generated from the expenditure of certain HUD funds is directed to local low- and very low-income persons, particularly those who receive federal housing assistance, and businesses that are owned by or substantially employ such persons.

The final Section 3 rule was published in the Federal Register on September 29, 2020 [federalregister.gov/d/2020-19185](http://federalregister.gov/d/2020-19185)

Effective date: November 30, 2020.

Compliance date: first full fiscal year after July 1, 2021.
The Section 3 Final Rule seeks to improve effectiveness by:

• Focusing reporting on key outcome metrics
• Aligning reporting with standard business practices
• Promoting sustained employment and career development
• Changing thresholds for Section 3-covered assistance
• Redefinitions of Section 3 Residents and Section 3 Businesses
• Change in reporting of labor hours and new hires
• Updates to come for Opportunity Portal, Business Registry and Compliance Reporting
ENVISION CENTERS

• What are EnVision Centers?
• Centralized hubs that provide people with resources and support needed to excel. (EnVision Centers Mission Statement)
• These resources are centralized through community collaboration and coordination with federal partners including:
  • Environmental Protection Agency
  • Department of Commerce
  • Department of Health and Human Services
  • Department of Treasury
  • Department of Labor
  • Department of Agriculture
  • Department of Education
  • AmeriCorps National Civilian Community Corps and VISTA
The goal of EnVision Centers is to empower all people to fulfil their potential by providing the tools they need to succeed.

Support of HUD’s four pillars of:
• Economic Empowerment
• Educational Advancement
• Health and Wellness
• Character and Leadership

Instruction Guide and application to become an EnVision Center may be found at this link:
https://www.hud.gov/envisioncenters/becomeone
OPPORTUNITY ZONES

• What are Opportunity Zones?
  • Economically distressed communities
  • Defined by individual census tract
  • Nominated by America’s governors
  • Certified by the U.S. Secretary of the Treasury via his delegation of that authority to the Internal Revenue Service.

• Under certain conditions, new investments in Opportunity Zones may be eligible for preferential tax treatment.

• There are 8,764 Opportunity Zones in the United States, many of which have experienced a lack of investment for decades.

• The Opportunity Zones initiative is an incentive to spur private and public investment in America’s underserved communities.

• Find out more about Opportunity Zones at this link: https://opportunityzones.hud.gov/
PROMISE ZONES

• What are Promise Zones?

• High poverty communities where the federal government partners with local leaders to:
  • Increase economic activity,
  • Improve educational opportunities,
  • Leverage private investment,
  • Reduce violent crime,
  • Enhance public health and
  • Address other priorities identified by the community
There are 22 urban, rural, and tribal Promise Zones that were selected through three rounds of national competition.

Applicants had to demonstrate:
- A consensus vision for their community and its residents,
- The capacity to carry it out, and
- A shared commitment to specific, measurable results

The Promise Zone designation lasts for a term of 10 years

Here is a link for more information about Promise Zones:
https://www.hudexchange.info/programs/promise-zones/promise-zones-overview/
CHOICE NEIGHBORHOODS

- **What are Choice Neighborhoods?**

- The Choice Neighborhoods program leverages significant public and private dollars to support locally driven strategies that address struggling neighborhoods with distressed public or HUD-assisted housing through a comprehensive approach to neighborhood transformation.

- Local leaders, residents, and stakeholders, such as public housing authorities, cities, schools, police, business owners, nonprofits, and private developers, come together to create and implement a plan that revitalizes distressed HUD housing and addresses the challenges in the surrounding neighborhood.

- The program helps communities transform neighborhoods by revitalizing severely distressed public and/or assisted housing and catalyzing critical improvements in the neighborhood, including vacant property, housing, businesses, services and schools.
CHOICE NEIGHBORHOODS

• Choice Neighborhoods is focused on three core goals:
• Housing: Replace distressed public and assisted housing with high-quality mixed-income housing that is well-managed and responsive to the needs of the surrounding neighborhood;
• People: Improve outcomes of households living in the target housing related to employment and income, health, and children’s education; and
• Neighborhood: Create the conditions necessary for public and private reinvestment in distressed neighborhoods to offer the kinds of amenities and assets, including safety, good schools, and commercial activity, that are important to families’ choices about their community.
CHOICE NEIGHBORHOODS

• Choice Neighborhoods Planning Grants (85) support the development of comprehensive neighborhood revitalization plans which focused on directing resources to address three core goals: Housing, People and Neighborhoods. To achieve these core goals, communities must develop and implement a comprehensive neighborhood revitalization strategy, or Transformation Plan.

• Choice Neighborhoods Implementation Grants (35) support those communities that have undergone a comprehensive local planning process and are ready to implement their “Transformation Plan” to redevelop the neighborhood.

• Here is a link where you can find more information about Choice Neighborhoods: https://www.hud.gov/program_offices/public_indian_housing/programs/ph/cn
JOBS PLUS

• *What is Jobs Plus?*

• The Jobs Plus Initiative program develops locally-based, job-driven approaches to increase earnings and advance employment outcomes through work readiness, employer linkages, job placement, educational advancement, technology skills, and financial literacy for residents of public housing. (24 Grantees)

• Jobs Plus incentivizes and enables employment through income disregards for working families, and services designed to support work including employer linkages, job placement and counseling, educational advancement, and financial counseling.
JOBS PLUS

• The Jobs Plus Initiative program consists of the following three core components:
  • Employment-related service: Grantees offer employment-related services to residents with a range of employment needs
  • Financial incentives: Targeted residents enrolled in Jobs Plus will be granted a 100 percent income disregard that will remain in place for up to 48 months.
  • Community support for work: Grantees market Jobs Plus services and financial incentives to all targeted residents in a development.

• More information about the Jobs Plus Initiative may be found at this link: https://www.hud.gov/program_offices/public_indian_housing/jpi
ConnectHome USA

• What is ConnectHome USA?
• ConnectHome is a public-private collaboration designed to bridge the digital divide for residents living in HUD-assisted housing.
• Led by national nonprofit EveryoneOn, ConnectHome USA creates a platform for community leaders, local governments, nonprofit organizations, and private industry to join together and produce locally-tailored solutions for building strong digital inclusion programs. ConnectHome was designed to address the three-legged stool of digital inclusion:
  • Affordable connectivity,
  • Training, and
  • Low-cost devices.
• 56 participating communities have helped connect more than 52,000 households to broadband.
• To learn more about ConnectHomeUSA, please visit: http://www.connecthomeusa.org/.
RESIDENT OPPORTUNITY & SELF-SUFFICIENCY (ROSS)

• What is ROSS?
• A HUD grant program that funds service coordinators who assess the needs of residents of conventional Public Housing or Indian housing and coordinate available resources in the community to meet those needs.
• ROSS Service Coordinators promote the development of local strategies to coordinate the use of assistance under the Public Housing program with public and private resources, for supportive services and resident empowerment activities.
RESIDENT OPPORTUNITY & SELF-SUFFICIENCY (ROSS)

• ROSS services enable participating families to increase earned income, reduce or eliminate the need for welfare assistance, make progress toward achieving economic independence and housing self-sufficiency, or, in the case of elderly or disabled residents, help improve living conditions and enable residents to age-in-place.

• Here is a link for more information about ROSS: https://www.hud.gov/program_offices/public_indian_housing/programs/ph/ross/about
FAMILY SELF-SUFFICIENCY (FSS)

• What is FSS?
  • FSS is a program that enables HUD-assisted families to increase their earned income and reduce their dependency on welfare assistance and rental subsidies.
  
  • Public Housing Agencies (PHAs) work in collaboration with a Program Coordinating Committee (PCC) to secure commitments of public and private resources for the operation of the FSS program, to develop the PHA’s FSS Action Plan (the FSS policy framework), and to implement the program.

  • Once an eligible family is selected to participate, the PHA and the head of each family execute an FSS Contract of Participation that specifies the rights and responsibilities of both parties. The term of the FSS contract is generally 5 years, but it may be extended for another 2 years by the PHA for good cause.

  • The FSS contract also incorporates the family’s individual training and services plan (ITSP). The ITSP records the plan the series of intermediate and long-term goals and the steps the family needs to take – and the services and resources they may need to access – to achieve those goals.”
The Family Unification Program (FUP) is a program under which Housing Choice Vouchers (HCVs) are provided to two different populations:

1. Families for whom the lack of adequate housing is a primary factor in:
   a. The imminent placement of the family’s child or children in out-of-home care, or
   b. The delay in the discharge of the child or children to the family from out-of-home care.

   There is no time limitation on FUP family vouchers.

2. For a period not to exceed 36 months, otherwise eligible youths who have attained at least 18 years and not more than 24 years of age and who have left foster care, or will leave foster care within 90 days, in accordance with a transition plan described in section 475(5)(H) of the Social Security Act, and is homeless or is at risk of becoming homeless at age 16 or older.

Here is a link for more information about the FSS/FUP Programs: https://www.hud.gov/program_offices/public_indian_housing/programs/hcv/fss
FOSTER YOUTH TO INDEPENDENCE INITIATIVE (FYI)

• What is FYI?

• Targets housing assistance to young people aging out of foster care and who are at extreme risk of experiencing homelessness.

• The initiative offers housing vouchers to local public housing authorities to prevent or end homelessness among young adults under the age of 25 who are, or have recently left, the foster care system without a home to go to.

• Here is the link where you may find more information about the FYI Initiative: https://www.hud.gov/fyi
BASIC MARKETING AND PLACES TO START LOOKING FOR FUNDING

Organizational/Agency Development and Grantwriting
IDENTIFY YOUR CUSTOMERS (TARGET MARKETS)

- Service Consumers
- Funders
  - Donors (individual)
  - Fundraiser Contributors & Participants
  - Local Government
  - Lenders
  - Grantors (Corporate, Foundation & Federal)
TARGETED MARKETING

- Different Marketing Approaches for Different Customers
- Address customer priorities
- Offer a “return on investment” (outcomes vs. outputs)
MARKETING STUDY (STATEMENT OF NEED)

➢ What need will your product or service fill?
  ▶ What documentation can you show to confirm that there is a problem?
  ▶ What documentation can you show to describe the extent of the problem?
  ▶ What documented impact does the problem have on the target market’s priorities?
PRODUCT DEFINITION (PROGRAM PLAN)

➢ What is your product or service?
➢ How will your product or service fix the problem?
  ▶ Has this problem been addressed before?
  ▶ How is your approach different?
COORDINATION & COOPERATION

➢ NO “LONE RANGERS!”

➢ Who else in your community/neighborhood/city/region is working to address the same issues you are?

➢ What parts of the problem are you “expert” at addressing?

➢ What parts are others “experts” at handling?

➢ Develop a plan for working together
COMMUNICATION

➢ Target Market

➢ DO YOUR HOMEWORK!

➢ Remember to address target markets’ priorities and desired returns on investment

➢ Use different forms of communication to reach different targets

▸ Direct paper mailings and electronic/social media

▸ Public Service Announcements

▸ Media support

▸ Business proposals / Responsive applications

▸ Personal appearances / meeting participation

▸ Face-to-face appointments
SUSTAINABILITY (FUTURE FUNDING)

Grants are, by definition, a temporary funding source. An applicant must address the continuation of the program/project when grant funds are no longer available (sustainability).

- Future funding acknowledges that continued funding is identified and is available for the program.
- It demonstrates that extensive contacts have been made.
- It also demonstrates that programs/projects have support from others.
FINDING FUNDING

- Open your mind to a different perspective of your program / look at it from another angle
  - Consider each aspect of the program
  - Which funders might have a priority for each of the different parts that make up the whole program?
  - Example: School Suspension Alternative program that keeps kids off the streets (DOJ), tutors them so they don’t fall behind in lessons (DoED), provides life & work skills training (DOL), feeds them (USDA/FNS) and teaches them conflict resolution and drug-free stress management (HHS)
FINDING FUNDING

- Don’t be shy about asking an established program for advice. Many will be glad to help you get started - especially if they are in a different community!

- Even in a slow economy, there are resources available - and many of them are non-governmental

- The work is to find the funder whose priorities match what your organization does

- This funder’s return on investment will be to make an impact on that particular issue or problem.

- Your organization can help the funder achieve her/his return on investment – market it that way!
PLACES TO START (FEDERAL)

- The Official Federal Funding Site: www.grants.gov
- Catalog of Federal Domestic Assistance: www.cfda.gov
- USA Gov’s Nonprofit Gateway: http://www.usa.gov/Business/Nonprofit.shtml
- Rural Assistance Center: http://www.raconline.org/
- Federal Agency/Department Websites: Search for “Grants” or “Funding”
PLACES TO START (TRANSPORTATION)

- Federal Transit Administration, Rural Transit Assistance Program:
  http://www.fta.dot.gov/grants/13093_3554.html

- Community Transportation Association of America (TA and resources):

- JobLinks Employment Transportation (TA only):
  http://web1.ctaa.org/webmodules/webarticles/anmviewer.asp?a=17
PLACES TO START
(RURAL/LOCAL/STATE)

PLACES TO START
(FOUNDATIONS/NETWORKS)

- The Foundation Center and Guidestar merged: [https://candid.org](https://candid.org)
PLACES TO START
(CORPORATE/FOUNDATIONS)

- New USA Funding: https://www.newusafuldfunding.com/
- Opportunity Finance Network: http://www.opportunityfinancenet.net/
- Center for Corporate Citizenship: https://ccc.bc.edu/content/ccc/membership/members-list.html
- 3M Foundation: http://solutions.3m.com/wps/portal/3M/en_US/CommunityAffairs/CommunityGiving/?WT.mc_id=www.3m.com/about3m/community
PLACES TO START (CORPORATE/FOUNDATIONS)

- Bank of America Foundation:

- Wells Fargo Community Giving:
  [https://www.wellsfargo.com/about/corporate-responsibility/community-giving/](https://www.wellsfargo.com/about/corporate-responsibility/community-giving/)

- Anthem Foundation:

- AT&T Foundation:

- Kaboom! (For Playgrounds) [http://kaboom.org/](http://kaboom.org/)
PLACES TO START (BROADBAND & TELECOMMUNICATIONS)

- BroadbandUSA – National Telecommunications and Information Agency [https://broadbandusa.ntia.doc.gov/]
- Everyone On - [https://www.everyoneon.org/]
- High Speed Internet - [https://www.highspeedinternet.com/resources/are-there-government-programs-to-help-me-get-internet-service]
PLACES TO START (STEM EDUCATION)

- National Education Association - https://www.neafoundation.org/for-districts/stem/
PLACES TO START (OTHER EDUCATION)

➢ US Department of Education -
   https://www2.ed.gov/fund/grants-apply.html?src=ft

➢ GetEDFUNDing -
   https://www.getedfunding.com/c/index.web?s@0C1Sb3AMomLrg

➢ Fundsnet Services:
PLACES TO START (ARTS/CULTURE)


- Art A to Z: [http://www.antiquesatoz.com/artatoz/grant.htm](http://www.antiquesatoz.com/artatoz/grant.htm)

- National Endowment for the Arts: [http://arts.gov/grants](http://arts.gov/grants)
PLACES TO START (PRESERVATION)

- Environmental Protection Agency: http://www.epa.gov/epahome/grants.htm

PLACES TO START (HOUSING)

- HUD:  www.hud.gov
- USDA/Rural Development:
  http://www.rd.usda.gov/programs-services/programs-services-communities-nonprofits
- Housing Assistance Council (HAC) News:
  http://www.ruralhome.org/index.php
- The Aspen Institute:
  http://www.aspeninstitute.org/
- Local Initiative Support Corporation (LISC):
  http://www.lisc.org/
- Rural LISC:  http://www.lisc.org/rural_lisc/
PLACES TO START (CIVIC LEAGUES)


