



ForEveryoneHome Frequently Asked Questions **Last Updated: February 25, 2019**

We are excited about the interest that ForEveryoneHome has generated. A variety of questions have come in, either through our Question and Answer sessions, or by phone or email. We want everyone to have access to the same information, so this document collects the questions and our responses. We have organized the questions according to five main themes: (1) who should apply, (2) team details, (3) elements/scope of the initiative, (4) selection decisions, and (5) funding. We will respond to all questions received prior to February 15, 2019 and update this document to reflect our responses for all applicants to review. Should you need further clarification on any aspect of ForEveryoneHome, please contact Matt Weber at mweber@groundedsolutions.org. For general information about the initiative, please see our website at: <https://groundedsolutions.org/ForEveryoneHome>

Section 1: Who should apply?

Should the lead applicant be a municipality or a nonprofit organization?

Answer: The lead applicant may be a nonprofit, a municipality, or even a local philanthropic organization. Whoever submits the application, we will look for evidence in the composition of the team that the effort has support from municipal leadership.

Could the lead applicant be a county? Could the application come from more than one municipality?

Answer: We are not seeking regional applications and expect most applications will focus on a single city. However, there may be instances where two cities or a city and a county would be competitive, particularly if their combined leverage to implement an array of inclusive growth policies would be greater than either government entity alone.

Are there parameters or preferences for city size?

Answer: We do not have a fixed criterion for city size. If a small city submitted a strong application and its issues and concerns fit well with those of 2 other cities to make-up a strong first ForEveryoneHome cohort, we might select that city. That said, we are anxious to ensure that ForEveryoneHome has a significant impact, and that may lead us to favor mid-size or larger cities over small cities, all things being equal.



The demographics in our city skew drastically White. Is it worthwhile for us to apply?

Answer [Updated 2/25/19]: The potential to prevent displacement and improve neighborhood conditions for low-income communities of color is a core value of the initiative. A city with a predominantly White population may nonetheless have certain neighborhoods with a non-White majority population. We would encourage applications from such cities where they are able to make the case that policy changes are necessary to stem growing displacement pressures, or establish affordable housing options in high-opportunities neighborhoods. Predominantly White cities that cannot make such a case are not likely to be selected for ForEveryoneHome.

What is a “mixed market” city? Is the housing market in our city “too hot” for this initiative?

Answer: In “hot market” cities, housing prices are already well above the national average, and are continuing to rise across most or all of the city. Market rate housing development is financially feasible without financial support from local government. In “weak market” cities, housing prices are not appreciating and may even be declining. Real-estate development is difficult to attract, even with significant local incentives. We are looking for “mixed-market” cities between those extremes, with appreciable growth in some individual neighborhoods, but perhaps disinvestment in others, and reason for concern that the growth pattern threatens to displace low-income communities of color either now or in the near future.

Given that Grounded Solutions Network has already worked with our city, can proposals include building on that work?

Answer: We are happy to build or expand upon work we have already done in a city, particularly if that work was limited to one policy tool, such as Incentive Zoning or establishing a Community Land Trust. ForEveryoneHome aims to support jurisdictions to implement an array of policy tools because we do not believe any single model provides the silver bullet solution.

If our city has already completed a housing needs assessment and has a strong affordable housing strategy, is ForEveryoneHome appropriate for us?

Answer: Possibly. When we select applicant teams, we will work with them to ensure that the technical assistance we provide will be useful and non-duplicative of existing work. For places that are already engaged in a policy-making process around inclusive growth and anti-displacement, the question we would pose to you is: what do you think Grounded Solutions could offer in terms of alternative research, community engagement, and products or deliverables that would help you succeed in growing inclusively? We would ask you to address that question in your application.



If we are already working on or implementing most of the tools you have listed in the Workplan, is there a point in us submitting an application?

Answer: Yes. Many jurisdictions applying will already have some form of shared-equity homeownership programs, preservation strategies, inclusionary zoning, etc. ForEveryoneHome would be appropriate if the applicant team has identified significant opportunities to improve or scale-up some of the existing programs.

Section 2: Team Details

When you say you need participation from the "municipality" does that mean Mayor/County Executive? Or can those representatives be from a City Council or other legislative body?

Answer: Teams should consist of 2-3 government representatives with technical (housing and land-use) expertise and political influence to lead and implement identified policies, and 2-3 community leader representatives who understand and can speak to the housing issues facing communities of color at-risk for displacement. Government leaders may be elected or appointed officials or key staff.

Our approach to evaluating the community representatives will be similar. One of the community representatives might be a funder or a regional entity, but we will be looking for an explanation for how the core team includes the trusted local community voices we seek. We seek applications from teams who include people with very different perspectives who are willing and able to work productively together. In our experience, policies are better and more durable when they have diverse support.

During the process, who is the lead – the city government or community group?

Answer: We expect that the city government representatives and the community representatives will work together as peers and serve as equal players at the decision making table.

What is the anticipated time commitment for each team member?

Answer: Team members or their designated lead-staff are required to attend the learning tours and webinar conversations. They must be available for monthly calls with the cohort group. When it comes to the technical assistance, the team members or a lead staff-person must be able to devote time to defining and supporting the technical assistance, such as providing data, introductions to experts and stakeholders for interviews, logistical support for site visits, and review of deliverables.



The role of different team members may differ. Some may be involved in a daily way, while others provide high level support and advocacy. For instance, we would not expect that the Mayor's chief of staff or a member of City Council would be as intimately involved as a staff liaison in the department of housing and community development.

Section 3: Substance/Scope of the Initiative

I see the 3 deliverables, and in your case examples there are some different deliverables. Is there the ability to customize the TA to what the city needs?

Answer: Yes, we anticipate working with selected teams to adapt our deliverables to the needs of each city. The case examples we provide give you some ideas, but not a complete menu, of other kinds of deliverables we might be able to provide.

Will rehabilitation and adaptive modification of structurally sound homes be included in the initiative?

Answer: As we go through the process of developing a needs assessment and a displacement prevention strategy, rehab programs and acquisition/rehab opportunities will be considered, especially if they are aligned with local priorities. We will look to the needs and goals of participants to drive the content of the technical assistance we provide.

Can you speak to how Transit-Oriented Development plays a role in this discussion/planning?

Answer: In communities where it is appropriate, planning to prevent displacement from new or pending transit initiatives will be part of the initiative.

Can ForEveryoneHome benefit community land trusts (CLTs)? [New 2/25/19] Will it address sources of seed money for starting a CLT or shared-equity program?

Answer: The focus of the initiative is on municipal policy and practice, rather than on the operation of CLTs per se. However, there are many ways that city housing policies can directly support CLTs, and looking at ways to adjust municipal policy and practice to do that is within the scope of this initiative if it is a local priority. That could potentially include exploring sources of seed money for starting a CLT, as well as other funding-related issues that can contribute significantly to the success of CLTs and shared-equity programs.

Are current construction projects eligible for funding or only new projects?



Answer: Funding from this initiative will *not* go to particular construction projects. Rather, the funding supports the housing policy consulting and technical assistance provided through the initiative.

Does the initiative have a citywide focus or a neighborhood focus?

Answer: We anticipate that the focus of the initiative will be city-wide, but the facts and circumstances associated with preventing potential displacement in particular neighborhoods of concern can, and should, be considered in shaping what the city-wide policies will be.

Section 4: Selection Decisions

How can we create the most competitive application?

Answer [Updated 2/25/19]: Four considerations will drive our selection decision: Team strength, opportunity for impact, readiness to act, and cohort cohesiveness.

Team Strength. As discussed above, we are looking for teams that include an effective mix of technical expertise, political support, and community representation. We will also look for diversity on the core team, including racial and ethnic diversity. See above and the ForEveryoneHome website for requirements for team composition. The most competitive applications will clearly convey why the team they have assembled consists of the right individuals to craft and advance an inclusive growth and displacement prevention agenda for their communities.

Opportunity for Impact. We want to work in cities where there is a real opportunity to positively impact the housing policy environment. Strong applications will highlight conditions on the ground that point to a need to act, and will particularly focus on the ways that rising housing costs threaten to make high-opportunity neighborhoods inaccessible to low-income communities of color, or threaten to displace low-income communities of color from neighborhoods they have long lived. Scale of impact is also a consideration. Places with larger populations of communities of color at risk of displacement are more likely to be selected than places with numerically smaller populations, all things being equal.

Readiness to Act. We are more likely to select communities that demonstrate a readiness to act on an inclusive housing and displacement prevention agenda than those that do not. Letters of support from municipal and community leaders can help demonstrate that readiness. Recent assessments of housing conditions or housing policies likewise signal a readiness to act. Some facility with community engagement processes can also be an indicator. Ultimately, we are



looking to communities to make the case that they are likely to have the political will and capacity to advance the policies developed through ForEveryoneHome.

Cohort cohesiveness. The fourth factor we will consider in selecting applicants is “cohort cohesiveness” – how well the conditions, housing issues and policy priorities of a group of cities complement each other. Our goal is to create a cohort of cities facing similar issues and interested in complementary policy solutions.

Overall, we expect that selecting communities to participate in ForEveryoneHome will be more of a balancing act than a scientific process. We do not expect every applicant to be strong on every criterion we are using, and we will have to make some trade-offs as we assemble the first class of participants, which is limited to just three places. If there are strong applications that just do not fit with others, then we will reconsider them in our next program round.

[New 2/25/2019] Will you give priority to applications from communities with severe housing inequities? What about places with a history of gentrification, redlining, reverse mortgage, and discriminatory zoning laws?

Answer: The conditions and practices cited in the question can lead to conditions on the ground where there is a strong need for local policy intervention, and thus a strong “opportunity for impact” from participation in ForEveryoneHome. Evidence that there has already been significant community dialogue around these topics and the ways they have shaped current conditions and housing patterns in the community can also speak to the community’s “readiness to act” on an inclusive housing and displacement prevention agenda. In these ways, conditions and practices like those cited in the question may factor into our decision-making. However, there are many ways to demonstrate “opportunity for impact” and “readiness to act.” Applications need not focus on these particular conditions or practices to rise to the top in our selection process.

Section 5: Funding

Do the matching funds have to come from the municipality, or can they come from a foundation or participating non-profit? Can the matching funds come from more than one source?

Answer: The source of funds may come from any combination of local general funds, philanthropic donations, or other sources. The costs may be split between two or more



contributors. The source of match funding will not be a significant factor in choosing communities to participate in ForEveryoneHome.

Can the funding be paired with Federal Entitlement funds such as Community Development Block Grant, HOME Investment Partnership, etc.

Answer: We will leave it to individual cities to determine whether they can use local CDBG or HOME funds as their match.

Can staff time, community services, or other non-monetary resources be used as a match?

Answer [Updated 2/25/19]: No. A financial commitment ensures that cities and their community partners are invested in the process and sufficiently motivated to line-up the resources necessary to ensure the success of the initiative. The funds required for participation are leveraged for three times their value in services and activities.

However, we recognize that \$75,000 is a significant ask for many communities. We are highly motivated to work in places where there is a shared social and political commitment to creating more inclusive neighborhoods for all. We encourage applications from leadership teams in places with goals that align with the goals of the ForEveryoneHome initiative, even teams that have not yet identified funding sources for the requested \$75,000 community match. Grounded Solutions Network will work with selected teams to raise additional funds to round-out community contributions as necessary.

When will payments from participating communities be due?

Answer: Half of the \$75,000 match will be due in June, 2019, with the balance due in December, 2019.

Is travel for the learning tours included in the \$75,000 or this an additional expense?

Answer: Yes, all expenses for participating in the learning tours will be reimbursed, no team member is expected to pay expenses out-of-pocket or any raise funds to beyond the \$75,000 match for full participation in the program.

Participation in this initiative will require a significant commitment from the community representatives. Can some of the funding for this initiative be used to support their participation?



Answer: We have, within the program budget, funds for subgrants or sub-contracts for design and implementation of local community engagement strategies. It is possible that community representatives could receive direct funding of this type to support their participation. If community representatives require more significant funding for their participation, then we would strive to support additional fundraising. We invite applicants to highlight any funding needs in their application.